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Title : Creating A Bilingual Leaflet To Provide  
Information and Promotion about “KUB BATIK  
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### **SUMMARY**

This job training report is entitled “Creating A Bilingual Leaflet To Provide Information and Promotion about “KUB BATIK PRINGMAS” in Banyumas Subdistrict”. The report is written based on the job training held on September 1 - December 1, 2023 and is aimed at creating promotional leaflet in English as a promotional media. Besides, it was intended to figure out the obstacles as well as find the solutions. To obtain information and data for this report, the methods used were observation, documentation, and interviews.

The result show that KUB Batik Pringmas, at that time, have not had leaflet in English version. Then, through this job training, English-language leaflet were produced to help promoting KUB Batik Pringmas product. These leaflet were created using an application called Canva. There were several obstacles faced in making this bilingual leaflet, namely lack of the design ideas, lack of photo material to use as a cover, limited ability to take photos and several features in Canva were paid for. However, this can be overcome by looking for references for various interesting leaflet designs on the Pinterest application, using photos of the latest models using Pringmas batik products sent by Mrs. Iin to be used as a cover photo, take as many pictures as possible from various angles and buying Canva Premium.

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Judul	: Creating A Bilingual Leaflet To Provide Information and Promotion about “KUB BATIK PRINGMAS” in Banyumas Subdistrict.
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### RINGKASAN

Laporan praktik kerja ini berjudul “*Creating A Bilingual Leaflet To Provide Information and Promotion about “KUB BATIK PRINGMAS” in Banyumas Subdistric*”. Laporan ini ditulis berdasarkan praktik kerja yang dilaksanakan pada tanggal 1 September - 1 Desember 2023 dan bertujuan untuk membuat leaflet promosi dalam bahasa inggris sebagai media promosi. Selain itu, dimaksudkan untuk mengetahui kendala-kendala yang dihadapi serta mencari solusinya. Untuk memperoleh informasi dan data dalam laporan ini, metode yang digunakan adalah observasi, dokumentasi dan wawancara.

Hasilnya menunjukkan bahwa KUB Batik Pringmas saat itu belum memiliki leaflet dalam versi bahasa inggris. Kemudian, melalui praktik kerja ini, leaflet berbahasa inggris dibuat untuk membantu mempromosikan produk KUB Batik Pringmas. Leaflet ini dibuat menggunakan aplikasi bernama *Canva*. Ada beberapa kendala yang dihadapi dalam pembuatan leaflet bilingual ini, yaitu kurangnya ide design, kurangnya bahan foto untuk dijadikan sampul, keterbatasan kemampuan mengambil foto dan beberapa fitur di *Canva* yang berbayar. Namun, hal tersebut dapat diatasi dengan mencari referensi berbagai design leaflet yang menarik di aplikasi bernama Pinterest, menggunakan foto model terbaru yang menggunakan produk batik Pringmas yang dikirimkan oleh Ibu Iin untuk dijadikan sampul, mengambil gambar sebanyak-banyaknya dari berbagai sudut dan membeli *Canva Premium*.